

DUPLICATE INVOICE



WESH
1021 N. Wymore Rd.
Winter Park, FL 32789
Main: (407)645-2222
Billing: (407)389-7661

www.wesh.com

Billing Address:

Mentzer Media Services
Attention: Accounts Payable
600 Fairmont Ave
Suite 306
Towson, MD 21286

Send Payment To:

WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
933635-1	10/21/12	October 2012	10/01/12 - 10/15/12
Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washington	National

Advertiser	Product	Estimate Number
American Crossroads - Issi	AMER CROSSROADS	1774

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	933635	07888861

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/12/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-2222--	:30	8	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-2222--	8	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/09/12	9:36 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	FLSNTV03ACH	\$800.00 NM
6	WESH	Tu	10/09/12	9:56 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	FLSNTV03ACH	\$800.00 NM
5	WESH	W	10/10/12	9:48 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV20ACH	\$800.00 NM
2	WESH	W	10/10/12	9:58 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV20ACH	\$800.00 NM
8	WESH	Th	10/11/12	9:24 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV20ACH	\$800.00 NM
3	WESH	Th	10/11/12	9:37 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV20ACH	\$800.00 NM
7	WESH	F	10/12/12	9:23 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV20ACH	\$800.00 NM
4	WESH	F	10/12/12	9:49 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV20ACH	\$800.00 NM
2	10/09/12	10/12/12	NBC Today Show II	10AM-11AM	-2221--	:30	7	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-2221--	7	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/09/12	10:48 AM	NBC Today Show II	10AM-11AM	:30	FLSNTV03ACH	\$700.00 NM
5	WESH	Tu	10/09/12	11:00 AM	NBC Today Show II	10AM-11AM	:30	FLSNTV03ACH	\$700.00 NM
2	WESH	W	10/10/12	10:49 AM	NBC Today Show II	10AM-11AM	:30	USPRTV20ACH	\$700.00 NM
6	WESH	W	10/10/12	11:00 AM	NBC Today Show II	10AM-11AM	:30	USPRTV20ACH	\$700.00 NM
3	WESH	Th	10/11/12		NBC Today Show II	10AM-11AM	:00		\$700.00 NM
See MG 2.9,2.10									
8	WESH	Th	10/11/12	10:51 AM	NBC Today Show II	10AM-11AM	:30	USPRTV20ACH	\$700.00 NM
7	WESH	F	10/12/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	USPRTV20ACH	\$700.00 NM
10	WESH	M	10/15/12	5:28 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV20ACH	\$350.00 NM
MG for 2.3 10/11									
9	WESH	M	10/15/12	5:55 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV20ACH	\$350.00 NM
MG for 2.3 10/11									
3	10/09/12	10/12/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-2222--	:30	8	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-2222--	8	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/09/12	4:12 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	FLSNTV03ACH	\$800.00 NM

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Advertiser	Product	Estimate Number
American Crossroads - Iss	AMER CROSSROADS	1774

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
3	10/09/12	10/12/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-2222--	:30	8	\$800.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
6	WESH	Tu	10/09/12	4:29 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	FLSNTV03ACH	\$800.00 NM
8	WESHW	10/10/12	4:22 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20ACH	\$800.00 NM	
2	WESHW	10/10/12	4:28 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20ACH	\$800.00 NM	
3	WESH	Th	10/11/12	4:13 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20ACH	\$800.00 NM
5	WESH	Th	10/11/12	4:30 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20ACH	\$800.00 NM
7	WESH	F	10/12/12	4:28 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20ACH	\$800.00 NM
4	WESH	F	10/12/12	4:42 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV20ACH	\$800.00 NM
4	10/09/12	10/12/12	M-F 5-6 PM ROT	5:00-6:00 PM	-2222--	:30	8	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-2222--	8	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/09/12	5:22 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	FLSNTV03ACH	\$1,400.00 NM
5	WESH	Tu	10/09/12	5:57 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	FLSNTV03ACH	\$1,400.00 NM
2	WESHW	10/10/12	5:30 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV20ACH	\$1,400.00 NM	
7	WESHW	10/10/12	5:56 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV20ACH	\$1,400.00 NM	
3	WESH	Th	10/11/12	5:39 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV20ACH	\$1,400.00 NM
8	WESH	Th	10/11/12	5:46 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV20ACH	\$1,400.00 NM
6	WESH	F	10/12/12	5:12 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV20ACH	\$1,400.00 NM
4	WESH	F	10/12/12	5:50 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV20ACH	\$1,400.00 NM
5	10/09/12	10/12/12	NBC Tonight Show	11:35P-12:35XM	-2222--	:30	8	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-2222--	8	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
6	WESH	Tu	10/09/12	11:47 PM	NBC Tonight Show	11:35P-12:35XM	:30	FLSNTV03ACH	\$1,200.00 NM
1	WESH	Tu	10/09/12	12:07 AM	NBC Tonight Show	11:35P-12:35XM	:30	FLSNTV03ACH	\$1,200.00 NM
5	WESHW	10/10/12	12:11 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV20ACH	\$1,200.00 NM	
2	WESHW	10/10/12	12:32 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV20ACH	\$1,200.00 NM	
8	WESH	Th	10/11/12	11:47 PM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV20ACH	\$1,200.00 NM
3	WESH	Th	10/11/12	12:30 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV20ACH	\$1,200.00 NM
4	WESH	F	10/12/12	12:11 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV20ACH	\$1,200.00 NM
7	WESH	F	10/12/12	12:31 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV20ACH	\$1,200.00 NM
6	10/13/12	10/13/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	-----S-	:30	3	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S-	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Sa	10/13/12	6:22 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	USPRTV20ACH	\$500.00 NM
1	WESH	Sa	10/13/12	6:44 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	USPRTV20ACH	\$500.00 NM
3	WESH	Sa	10/13/12	7:22 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	USPRTV20ACH	\$500.00 NM
7	10/13/12	10/13/12	NBC Saturday	Sat 8-10am	-----S-	:30	3	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S-	3	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Sa	10/13/12	8:57 AM	NBC Saturday	Sat 8-10am	:30	USPRTV20ACH	\$1,400.00 NM
1	WESH	Sa	10/13/12	9:27 AM	NBC Saturday	Sat 8-10am	:30	USPRTV20ACH	\$1,400.00 NM
2	WESH	Sa	10/13/12	9:59 AM	NBC Saturday	Sat 8-10am	:30	USPRTV20ACH	\$1,400.00 NM

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933635-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMER CROSSROADS	1774

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	10/13/12	10/13/12	NBC Prime	9:00-10:00 PM	-----S-	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S-	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/13/12	9:17 PM	NBC Prime	9:00-10:00 PM	:30	USPRTV20ACH	\$1,000.00 NM
9	10/13/12	10/13/12	NBC Prime L&O SVU	10:00-11:00 PM	-----S-	:30	1	\$1,400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S-	1	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/13/12	10:28 PM	NBC Prime L&O SVU	10:00-11:00 PM	:30	USPRTV20ACH	\$1,400.00 NM
10	10/13/12	10/14/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----11	:30	2	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----11	2	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WESH	W	10/10/12	5:24 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV20ACH	\$300.00 NM
MG for 10.1 10/13									
3	WESH	W	10/10/12	6:44 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	USPRTV20ACH	\$1,100.00 NM
MG for 10.1 10/13									
1	WESH	Sa	10/13/12		SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:00		\$1,400.00 NM
See MG 10.3, 10.4									
2	WESH	Su	10/14/12	6:12 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	USPRTV20ACH	\$1,400.00 NM
11	10/14/12	10/14/12	Sun Sunrise@6-8 AM	6:00-8:00 AM	-----S	:30	3	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Su	10/14/12	6:12 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	USPRTV20ACH	\$500.00 NM
2	WESH	Su	10/14/12	6:42 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	USPRTV20ACH	\$500.00 NM
1	WESH	Su	10/14/12	7:53 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	USPRTV20ACH	\$500.00 NM
12	10/14/12	10/14/12	NBC Sunday Today	8:00-9:00 AM/9-11A	-----S	:30	1	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/14/12	8:25 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	USPRTV20ACH	\$1,800.00 NM
13	10/14/12	10/14/12	NFL	8:00PM-conclusion	-----S	:30	1	\$15,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S	1	\$15,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/14/12	11:53 PM	NFL	8:00PM-conclusion	:30	USPRTV20ACH	\$15,000.00 NM
LR - Football									
14	10/15/12	10/15/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	M-----	:30	2	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	2	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/15/12	9:36 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV20ACH	\$900.00 NM
2	WESH	M	10/15/12	9:51 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV20ACH	\$900.00 NM
15	10/15/12	10/15/12	NBC Today Show II	10AM-11AM	M-----	:30	2	\$800.00	NM
Class of Time - Pre-emptible with notice									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser:
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Advertiser	Product	Estimate Number	
American Crossroads - Iss	AMER CROSSROADS	1774	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESHM 10/15/12 10:28 AM NBC Today Show II 10AM-11AM :30 USPRTV20ACH \$800.00 NM 1 WESHM 10/15/12 10:50 AM NBC Today Show II 10AM-11AM :30 USPRTV20ACH \$800.00 NM									
16	10/15/12	10/15/12	M-F 4-5 PM NEWS	M-F 4-5 PM	M-----	:30	2	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESHM 10/15/12 4:13 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 USPRTV20ACH \$900.00 NM 1 WESHM 10/15/12 4:53 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 USPRTV20ACH \$900.00 NM									
17	10/15/12	10/15/12	M-F 5-6 PM ROT	5:00-6:00 PM	M-----	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESHM 10/15/12 5:26 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 USPRTV20ACH \$1,500.00 NM 1 WESHM 10/15/12 5:41 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 USPRTV20ACH \$1,500.00 NM									
18	10/15/12	10/15/12	NBC Tonight Show	11:35P-12:35XM	M-----	:30	2	\$1,300.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/15/12 11:46 PM NBC Tonight Show 11:35P-12:35XM :30 USPRTV20ACH \$1,300.00 NM 2 WESHM 10/15/12 12:07 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV20ACH \$1,300.00 NM									
19	10/13/12	10/13/12	Sat. Entertainment this W	7:00-8:00 PM	-----S-	:30	2	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 2 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Sa 10/13/12 7:36 PM Sat. Entertainment this Week 7:00-8:00 PM :30 USPRTV20ACH \$1,100.00 NM 2 WESH Sa 10/13/12 8:00 PM Sat. Entertainment this Week 7:00-8:00 PM :30 USPRTV20ACH \$1,100.00 NM									
20	10/11/12	10/11/12	M-Sun Nightly News	6:30-7:00 PM	---T---	:30	1	\$2,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ---T--- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Th 10/11/12 6:45 PM M-Sun Nightly News 6:30-7:00 PM :30 USPRTV20ACH \$2,500.00 NM									
Total Spots							69		

Payment Terms 30 Days

<u>Gross Total</u>	\$83,200.00
<u>Agency Commission</u>	\$12,480.00
<u>Net Amount Due</u>	\$70,720.00